

MARGARET RIVER REGION

**open
STUDIOS**

**PAINTING
SCULPTURE
DRAWING
CERAMICS
FURNITURE
METALWORK
WOODWORK
TEXTILES
MIXED MEDIA
UPCYCLING
PHOTOGRAPHY
PRINTMAKING
JEWELLERY
ARTIST BOOKS
GLASSMAKING**

**7-22 SEPTEMBER 2024
ADVERTISERS GUIDE**

ADVERTISE YOUR BUSINESS WITH THE BIGGEST ART EVENT OF ITS KIND IN WA

2023 was our most successful event yet, and we smashed all records with the highest ever visitation. Our visitors made over 145,000 studio visits - a +12% increase compared to the previous year.

Our website had 46,000 unique visitors, and our newsletter database grew to 11,00 people. 3,662,000+ Facebook Impressions (up 33%) and 207,064k complete video views (up 67%). We distributed 22,000 printed Event Guides, plus it was available as a free download on the MRROS website.

THE OPEN STUDIOS AUDIENCE

“The Art Appreciators”

- 80% Female
- 65% are aged 50 years+
- Couples and Families
- 55% Perth / 45% Local
- Above average education: Degree/Diploma 56%
- Above average Household Income
- Cultured ‘Regularly visit Galleries and Exhibitions’

Source: Visitor Survey / Carat Media

WAYS TO ADVERTISE WITH US

1. The 2024 Event Guide

22,000 copies of the guide will be distributed from July 2024 to Jacksons stores, WA Tourist Visitor Centres, tourism hotspots, cafes, accommodation providers. Printed copies are free for visitors. These guides are used extensively by visitors to find their way around all the artist studios.

- The guide is also available as a download from the website.
- Limited spaces are available so please book early.
- See next page for Advertising Rates and artwork information.



ADVERTISING RATES, SIZES, DESIGN AND ARTWORK INFORMATION

ADVERTISING RATES

Creative positioning

Advertise with impact – limited spaces available

Full Page	275mm w x 395mm h	\$1540 + GST
Half Page	245mm w x 176mm h	\$880 + GST
Quarter Page	245mm w x 88mm h	\$550 + GST

Prime positions

Strengthen the effectiveness of your advertising

Inside front cover	Full page 275mm w x 395mm h	\$2310 + GST
Back page cover	Full page 275mm w x 395mm h	\$3300 + GST
Inside back cover	Full page 275mm w x 395mm h	\$1750 + GST
Centre double page	Double full page 550mm w x 395mm h	\$3850 + GST

ADVERT GRAPHIC DESIGN AND ARTWORK

Need design and artwork for your advert?
Please contact Emily to discuss design and artwork specifications and production:

em@emilyjacksondesign.com.au

0407 199 796

Please note:

Advert design and artwork production costs are additional.

ADVERT SPECIFICATION

Artwork should be saved in PDF or JPEG format.

Images must be CMYK and high resolution, minimum 300dpi.

All material should be contained within the sizes specified.

2mm bleed and crop marks are required for full page adverts.

DEADLINES

Receipt of booking: 30th April 2024

Payment: 15th May 2024

Print Ready Artwork: 15th May 2024

We will provide you with a tax invoice on receipt of this booking form.

FULL PAGE ADVERTS
275mm w x 395mm h

CENTRE DOUBLE PAGE SPREAD
Double full page 550 w x 395mm h

QUARTER PAGE
245mm w x 88mm h

HALF PAGE
245mm w x 176mm h

QUARTER PAGE
245mm w x 88mm h

**TO SECURE YOUR SPOT PLEASE
RETURN THE COMPLETED FORM:**

Email: [Susie Opie art@mrros.com.au](mailto:art@mrros.com.au)

ADVERTISERS BOOKING FORM

NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____ ABN: _____

ADVERT SIZE		ADVERT COST GST EXEMPT	TOTAL
Creative positioning			
Full Page	275mm w x 395mm h	\$1540 +GST	
Half Page	245mm w x 176mm h	\$880 +GST	
Quarter Page	245mm w x 88mm h	\$550 +GST	
Prime positions			
Inside front cover	Full page 275mm w x 395mm h	\$2310 +GST	
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		TOTAL	

PAYMENT TERMS

I/We understand that payment is required in full by **15th May 2024**.

I/We understand that Advertising bookings will be cancelled and withdrawn from print where payment terms are not met.

DEADLINES

Receipt of booking: 30th April 2024

Payment: 15th May 2024

Print Ready Artwork: 15th May 2024

We will provide you with a tax invoice on receipt of this booking form.

PAYMENT DETAILS

Pay by direct deposit:

BSB: 633 000 Account: 163543473

Account Name: Margaret River Region Open Studios Inc.

Reference: Advertisers Name

NAME: _____ SIGNATURE: _____



OPEN STUDIOS 2023 RESULTS

PR 195 STORIES

753k Estimated Views
SevenWest Media Partner

CARAT DIGITAL ADVERTISING

3,662,000 Impressions
643,970 Reach
Prospecting and Lookalike Audiences
10sec video format
207,064 Complete video views

WEBSITE

46,000 Unique Visitors
74% from mobiles

New TrailMaker

9,900 Views

SOCIAL MEDIA FACEBOOK

446,000 Reach
145 Posts
Followers 10,683

INSTAGRAM

56,000 Reach
125 Posts
Followers 9208

JACKSONS PARTNERSHIP

9 stores
7,500 Guides distributed
20,000 eNewsletters

MRROS NEWSLETTERS

11 to 10,000
Database (+14%)

POSTER GIRLS PERTH

400 Posters
4,000 Leaflets

YAHAVA

40,000 Coffee Cups

SHELTER BREWING

20,000 Pale Ale Cans

HIGHEST EVER VISITOR NUMBERS

Over **145,000**

studio visits **+12%**

Just over **\$2 million**
of art sold

A high **52%**
from Perth

76% Bought Art

3-4 Days
Most usual time spent

23% First Time Visitors
(Still Growing)

Visit Purpose

65% Came specifically
11% Live Here/SW
24% Just visiting

9 Average number of studios visited

Most popular

Painting, Sculpture, Ceramics, Photography,
Print Making, Mixed Media.

Estimated Economic Benefit
+\$11 million

VISITOR SATISFACTION SCORES

Strongly Agree/Agree

Important event on WA Arts Calendar	97%
Variety of Art Genres and Mediums	97%
Celebrates and promotes local artists	97%
Met Expectations	98%
Likely to attend next year	95%

NET PROMOTER SCORE

(-100 to +100)

A Remarkable **+84**

Note: The 2023 event was conducted between 9th - 24th September 2023 under normal conditions with, anecdotally, many people overseas.

Sources: 2023 Artist Records, 2023 Online Visitor Survey, PR/Social Media*/Website/Carat Supplier Reports.

* Using Sked Social, Google Analytics and Campaign Monitor. Year on year comparisons adjusted to these databases.